



## **Kansas Chronic Disease Risk Reduction Program (CDRR) Communication & Promotion Guidelines**

*LAST UPDATED 5/3/2013*

### **CDRR GRANTEES ARE REQUIRED TO:**

1. Submit all communications/media items to Tobacco Use Prevention Program (TUPP) Communications Coordinator for review a minimum of two weeks prior to the date needed. This timeline pertains to all communications/media items requiring TUPP approval including: legislative letters, news releases and requests for media/ad development.

*Communications/media items that have been previously approved by TUPP must be resubmitted for approval if more than three months has passed since the item was last approved.*

2. Provide semiannual written updates/letters about CDRR grant activities to legislators. Updates/letter must be reviewed by TUPP Communications Coordinator prior to distribution.

*Planning grantees need only submit one letter after the mid-year report.*

3. Submit regular earned media reporting via online survey (<http://www.surveymonkey.com/s/CDRREarnedMedia>). Grantees are required to report all instances of earned (i.e., unpaid) media coverage (e.g., newspaper, website, TV, radio, etc.) of CDRR-related activities/events throughout the grant year.
4. Complete one success story per approved program area per year (i.e., one story for tobacco, one story for PAN). Please use the CDRR Success Story Template form. Planning phase grantees are not required to submit success stories.

### **USE OF THE KANSAS TOBACCO QUITLINE LOGO AND NAME**

Any advertisements (e.g., flyers, posters, billboards, Facebook ads, etc.), websites or other printed/published materials using the Kansas Tobacco Quitline name and logo must be approved by TUPP prior to distribution.

Visual presentations (e.g., PowerPoint, Prezi, etc.) do not require prior approval. However, any presentations (e.g., in-person, webinar, etc.) that include the Kansas Tobacco Quitline name or logo should be sent to your regional Outreach Coordinator prior to presentation for reference.

The Kansas Tobacco Quitline logo should be used with tobacco cessation information. In other situations such as clean indoor air promotion or listing TUPP as a partner, the TUPP logo may be more appropriate. Any use of the Quitline and/or TUPP logos requires TUPP approval prior to distribution. The appropriate logo will be determined on a case by case basis in consultation with TUPP staff.

## ***PROMOTIONAL MATERIAL DEVELOPMENT***

The CDRR Program does not approve of the use of CDRR grantee staff time to independently develop advertisements or promotional materials. To ensure quality, consistency and brand recognition across advertisements and promotions CDRR grantees should seek assistance from TUPP to develop and/or update all CDRR-related advertisements and/or promotional materials. All requests for advertisement/promotional material development must be submitted two weeks prior to the date needed.

To assist TUPP in developing materials that best support approved CDRR activities grantees should reference the TUPP Ad Catalog. The catalog is a repository of images, styles and messages that can be combined and/or reorganized to meet the needs of a given target audience.